

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Thomas J. Holcomb

Attorney Docket No. LESC-1-1001

Serial No.: 10/622,676

Group Art Unit: 3622

Filing Date: July 17, 2003

Examiner: —

Title: METHOD AND SYSTEM FOR MANAGING TELEVISION ADVERTISING

**TRANSMITTAL LETTER FOR INFORMATION DISCLOSURE STATEMENT
TO THE COMMISSIONER OF PATENTS:**

Pursuant to 37 C.F.R. § 1.56 and in accordance with 37 C.F.R. §§1.97-1.98, information related to the above-identified application is hereby disclosed. Inclusion of information in this statement is not to be construed as an admission that this information is material as that term is defined in 37 C.F.R. § 1.56(b).

In accordance with §1.97(b), since this Information Disclosure Statement is being filed either within three months of the filing date of the above-identified application, within three months of the date of entry into the national stage of the above identified application as set forth in §1.491, or before the mailing date of a first Office Action on the merits of the above-identified application, no additional fee is required.

Copies of references listed on the attached Form PTO/SB/08A are enclosed herewith, along with a return receipt postcard.

Respectfully submitted,

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MAIL CERTIFICATE

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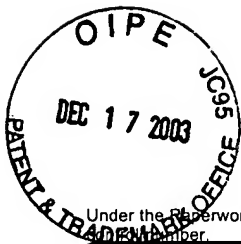

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Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	10/622,676
				Filing Date	July 17, 2003
				First Named Inventor	Thomas J. Holcomb
				Art Unit	3622
				Examiner Name	
Sheet	1	of	1	Attorney Docket Number	LESC-1-1001

U.S. PATENT DOCUMENTS					
Examiner Initials ²	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ³ (if known)			
		US- 20020072971 A1	06-13-2002	DeBusk et al.	
		US- 20020116258 A1	08-22-2002	Stamatelatos et al.	
		US- 20030014304 A1	01-16-2003	Calvert et al.	
		US- 20030023481 A1	01-30-2003	Calvert et al.	
		US- 20030074252 A1	04-17-2003	Chandler-Pepelnjak et al.	
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FOREIGN PATENT DOCUMENTS						
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¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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